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SUZANNE FEDAY

AMUEL L. ROTHAPFEL, managing director of the Rialto and Rivoli, is a man who has defideas as to what he wants to do. He has also the confidence to execute his ideas, and the success that has marked his labors is a certain index of his taste and ability.

Where others have ideas and are afraid to carry them out, Mr. Rothap-fel steps in. His confidence in himself is warranted by the results, and the reason therefore is contained in a booklet just issued by him in which he sets forth his policy. As a guide to those who are less fortunate in the matter of taste it is interesting to note some of the statements made

"It has been and will continue to says Mr. Rothapfel, "our steadfast policy never to misrepresent any of our attractions as something other than precisely what it is, Ordinarily we steer clear of superlatives unreservedly and say so, with the firm conviction that our public when it witnesses the attraction will concur with us in our opinion of it."

Mr. Rothapfel, being human, errs occasionally, and this he himself admits, "We have erred occasionally in the past in our judgment of what constituted a good picture, and we find it a hopeful sign, as well as a compliment to the usual standard we maintain, that our patrons failed to respond when these mistaken selections were offered to them. We hope we have profited by our mistakes, and though it happens frequently that the condition of the film market makes



CHRISTIE MAC DONALD
at the NEW BRIGHTON
are up to the standard we set for ourselves we shall continue our efforts to make each succeeding pro-

gramme as nearly as possible one hundred per cent, entertainment. In any case, if our pictures are not up to standard we will not attempt to agent advance notices or misleading advertisements." l'erhaps the most pertinent point

conditions as they are at present, is: We carnestly deplore the prevailing tendency to make capital of the pariotic fervor which imbues the Amercan people at the present moment, as evidenced in the production of crudely onceived and badly executed pictures which an ill concealed attempt is made to commercialize our love of There is no room on our creen for such films nor for any news pictures whose captions have en written in a swaggering vein of braggadocio entirely foreign to the clusion that it is a patriotic duty spirit which animates the men who That while the pessimist is always are actually on the firing line for present, the optimist is also with us "s" Truly a commendable attitude.

A test of one part of Mr. Rothpfel's policy comes this week when will have for presentation at the livell a moving picture "Among the annibal Isles of the South Pacific." This cinema, which is being shown for the first time anywhere, will be seek, occupying the same position as Flying With the Marines" did a few weeks back. "Flying With the Marines" was a success from the standpoint of public interest and it may hoped that this unique film will be

picture is a record of the tuise of exploration made by Martin Johnson among the far off and little Mr. Johnson took every foot of the picture himself, securing an resolutely authentic and unstaged reproduction of life among the least nown peoples on the globe,

The engagement of D. W. Griffith's Hearts of the World" will not ternate at the Forty-fourth Street begine in August, as has been

lously reported. demand for tickets still conto such an extent as to cause lives Heath to state authoritatively at the film will r main where it is for an indefinite period.

The United States Government will present, through the Committee on willie information, the second efficial American war film, "America's An-Cohan Theatre on July 29.

The picture will be the successor

WORLD

tell the story of the arrival in France of the first half million men and just what they have accomplished. The activities of the American Army in France will be vividly portrayed, all the way from the transport to the

first line trenches.

The building of 800 miles of railroad in France, the erection of enor-mous docks, storage warehouses and railroad shops where hundreds of American built locomotives are asbeing done for Pershing's force will



be reproduced on the screen. All the film has been seen and approved by Gen. Pershing.

Business notes have no place in a movie column, but as everybody knows that there is nothing to the yarn but for the common sense reason that they lose all their effectiveness. On Charile Chaplin's press agent says he the other hand, when we produce a will accumulate a million in ways feature which is genuinely remarkable other than by playing in the films. and out of the ordinary we come out The question as to how Charlie will do it is answered by the statement that the comedian is to manufacture lemon sticks.

Heretofore the sticks that are used in every manicure parior are made from orange wood supposedly. Now when Chaplin built his new studio at Hollywood there were hundreds of Hollywood there were hundreds of require, even after they are cut to require, even after they are cut to drying shed, and there is enough, 'tis duction, said, of the wood to make many For t million sticks.

The idea came to Charlie one day negative will be required. when he cut a small stick from one of orange stick and straightway the idea was born. A big wholesale drug accessory house in the East has offered to take all the sticks, and plans are under take all the sticks. consideration for a small factory near tax of one-fourth of a cent a foot

to "Pershing's Crusaders." It will the studio. To him that hath will, or or a total .ax of \$277,940. The 111.

Goldwyn has purchased from Rennold Wolf and Channing Pollock the moving picture rights to their stage which would probably my make a little of exploring the control of the war in Europe. Was his answer. success "The Stage Lady" and will good positive, this film would make a field of exploring nature for the pursuar Madre Kennedy in the cinema belt entirely around the world at the pose of giving the public the results of star Madge Kennedy in the cinema version this fall.

As theatregoers may remember 'A Perfect Lady" was one of Rose Stahl's biggest successes in recent sembled and all of the work which is years and enjoyed the advantages both of a long run in New York and a tour of the bigger cities.

> There are always a certain number of folks who like to juggle figures and for their benefit alone the following is

A statistically inclined member of Famous Players-Lasky recently, upon reading the announcement of the next year's output of Paramount and Artcraft releases, sat down to figure the total output in feet of film.

Two hundred and eight Paramount and Arterest releases, figuring five reels to a release and eighty-five prints to a production, make a total of 88,000 reels of film, or 88,400,000 feet. In addition to this there are 208



reels of one and two reel productions which make a total of 208,000 feet of

were cut down and piled in a great two negatives are taken of each profootage, 1,560,000 feet of negative, as

For the 208,000 feet of short subjects a minimum of 146,000 feet of

when he cut a small stick from one of the lemon trees and scraped the bark and the 208 five reel releases, 109,200. it impossible to procure features that from it. It resembled the historic 900 feet of film will be the amount of

News of Hotels and Restaurants

Julia Berry, Sera Berry, Lucille Con-stante, Peggy Siegel and Marjorie ten by Joe Mann, and the special entertainment, coupled with the dining dancing and other superior attractions cularly offered at the Pell Tree, aforded a delightful evening.

Hotel Shelburne, Brighton Beach. persons who come by automobile each other near by places to see the big revue. Several additions were made the cast the past week. Rhoda make up their deficiencies by extrav- Nichols, soprano, and Hector Goldspink are new members of the company who appeared early in the week and the Misses Lillian Ogden and Jestaken by Mr. Rothapfel, in view of sie Rogge introduced a new dance number, bacchanale from "The Sea-

Patriotic Pat Kyne.

sons."

"In soul stirring times like these optimism becomes more than a trait of character," states Pat Kyns, general manager of Murray's Roman Gardens, on West Forty-second street. "I have applied the test to my business during the past year," continues Kyne, "and I have come to the con-He comes with good weather and good news and he sees the brighter side of everything, no matter how dark



THOMAS HEALY'S BOLDEN GLADES

Pell Tree Inn "Zip Zing Revue." the outlook may be for the time Shanley's Pell Tree Inn. on Pelham being. His is the harder task, but Shore Road, was crowded with an en- the braver one. The worst part o thusiastic audience of fun seekers.

Thursday night, when Lea Herrick put on two productions of his lively, litting "Zip Zing Revue." The cast was manly thing to do, therefore, is to composed of such favorites as Billie choke off the calamity howler, take a Davenport, soprano, Ethel Russel Russel firmer grasp on things—and fight just sel, soubrette: William Fruette Jr., so much harder." As a slogan for and these six peaches gathered from his theme Kyne has posted above his Herrick's richest orchard: Anna Berry, desk a card which reads "Let us be

The roof gardens are now enjoying s popularity only measured by their apacity, and the Waldorf-Astoria, Mc-Alpin and other summer dining and lance rooms are always well filled rom the hour of luncheon until after midnight. On the Waldorf-Astoria "The 1918 Shelburne Girl" is the roof Joseph Knecht, conductor of the particular attraction for hundreds of orchestra, has the assistance of the Royal Serbian Court Orchestra for evening from New York, Brooklyn and some of the dance numbers. The famous Oscar seems everywhere in evidence on the new roof, taking per

sonal charge of the work The McAlpin roof garden and Blue Bird Room find Ernest Hussar and his rchestra and Seits's Banjo Band in attendance for concert and dance nusic. The Misses Hazel Allen and Leonora Hughes have many new dance numbers, a military number which they do in khaki being one of the most applauded.

At the Golden Glades.

"Gather 'round the ice rink and cool off," is the nightly dinner and mid-night slogan at Thomas Healy's Golden Glades Ice Skating Show, Broadway at Sixty-sixth street, and the fascinating clink of the silvery skate on the real ice is drawing a hort of New York's summer visitors and the business men who are too tired to go home to the country. One of the enjoyable sights around the ice platorm is to see some South American grandee step to the side and feel the ce to see what it is like. He lingers so long around it that Mr. Healy is contemplating organizing an ice police to protect his ice from melting

at the equatorial touch. Cathleen Pope, noted as the pret-tiest girl on the ice; Naes and Trilling, the human gyroscopes; William P Chase, leading American form skater James Burke, with his neck risking corkscrew whirl; Judy Harrison and Freda Peterson in schooldays on the ice, and the beautiful Golden Glades Sextet all go to make up the most unique restaurant entertainment of fered in New York this summer. Interspersed with the skating numbers ! the ripping Hodge-Podge Revue, on the carpet, with the grand finale, "The Stars in Healy's Service Flag," led by Helen Hardick.

Fountain Inn.

Catering to a refined patronage Fountain Inn, located on the Merrick road, at Lynbrook, L. I., is the popustopping place for motorists en route over this highway. The inn of-fers a pleasant break in the day's touring. The cuisine is of the same quality you meet at the most luxurious hotels. Fresh fruit and vegetables are obtained from neighboring farms. Sea food is brought direct from the bay, and every effort is made to please the guests, the management taking the stand that a good table is most important of all. And last, but not least, the inn boasts of the "jazziest" dance orchestra and a spacious dance floor.

056 miles. The statistician goes on to state that

parallel in which Hollywood is located. This is only the film actually shown on the screen and does not include the negative and positive which are used in experimental work, reserach work and short ends of film used for numbering the scenes and other purposes. There is practically a wastage of 25,000 feet of negative on each production, including the one and two reel features.

This makes an addition of practi-

cally 9,000,000 feet of negative to the 1,976,000 feet of negative actually used. In the laboratory on the 109,200,000 feet of film used there is practically 2 per cent., or 2,184,000 feet of wastage on the output of pictures less the reissues, but there is a tax on this additional film of one-fourth of a cent just the same, so in addition to the \$277,940 paid to the Government for film actually seen on the screen there is an additional tax of one-fourth of a cent on the 11,184,000 feet of wastage, or an addition of \$27,960, making a grand total of \$305,900, which is the

Players-Lasky Corporation turns over to the Government in direct tax of film. This does not include the Government's tax per reel. The footage is therefore increased to 122 360 000 feet or approximately 23,178 miles of film. There are so many figures that it reads like the credits advanced to the Allies by the United States Govern-

approximate amount the Famous

The Educational Films Corporation ounces a series of Dwight Elmer



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176,000 feet figures slightly over 21.- Mr. Elmendorf with a view to inducing 655 miles. Mr. Elmendorf with a view to inducing him to release some 50,000 feet of negative. His contract with Educational

> Mr. Elmendorf was the pioneer in the pose of giving the public the results of exploration in the combined form of travel talk and moving pictures.

Raymond Ditmars's recent comple-Vanity" and "The Tiger," in which he this star. has covered the principal species of zoology as well as the laws of natural election.

picting all sorts of pheasants. Gloria Joy, a new child star, is the

is 8 years old, will make her initial appearance in "The Locked Heart," E. F.

corf's pictures, many of which are which is said to be an unusually atclosely connected with the scenes tractive and appealing story. Follow-where the war is being fought. For ing this she will appear in "No Chilthe last few months several large cor- dren Wanted." An Oakdale picture porations have been negotiating with will be released every other week by General Film,

Elizabeth Risdon, the English ac tress who was successful in "Seven Days Leave," the war drama at the tion of his fifty-two "Living Book of of the presentation of the original play Nature" studies for the Educational in New York city. Miss Risdon plays Films Corporation marks the first def- the role of Rachel, in which Doris inite transference of natural science Keane first established her reputation from the literary to the moving pic- as a dramatic actress. It is said to be ture form. He has finished "Birds of the best work yet done in pictures by

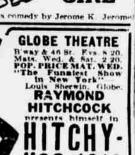
player in a series of six Oakdale dra- picture for the World Flim Corporamatic feature productions for General tion, the title teing "The Song of the Film Company. Little Miss Joy, who Heart." The scenario is said to have

AMUSEMENTS.

AMUSEMENTS



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AMUSEMENTS.

CLAYTON & WHITE

FLORENCE ELMORE

JESSIE REED

Park Theatre, makes her fifth appearance upon the screen in "The Hypocrites," a George Loane Tucker adaptation of the famous play by Sir Arthur Henry Jones. The release date for the screen story lacks but a few days of being the twelfth anniversary

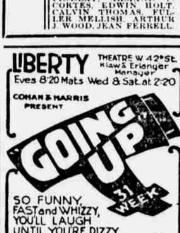
Shirley Mason and Ernest Truex have begun work on the first produc-"The Tiger" is a portraval of the tion by John Emerson and Anita Loos species from British India to Siberia, for Famous Players. The film is "Birds of Vanity" is a striking film de- "Come On In" and presents a patriotic comedy of the training camps.

Louise Huff has started her second



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